

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 SS-15 NSC-05 CIAE-00  
DODE-00 INR-07 NSAE-00 PA-02 USIA-15 PRS-01 SP-02  
EB-08 OMB-01 TRSE-00 CU-04 /073 W  
-----191742Z 010935 /46

P 191500Z APRIL 77  
FM AMCONSUL WINNIPEG  
TO SECSTATE WASHDC PRIORITY 1875  
INFO AMEMBASSY OTTAWA PRIORITY  
ZEN AMCONSUL CALGARY 20  
AMCONSUL MONTREAL  
AMCONSUL QUEBEC  
AMCONSUL VANCOUVER  
OTHER CONSULATES BY POUCH

UNCLAS WINNIPEG 0137  
E.O. 11652: N/A  
TAGS: PINT, CA  
SUBJ: TRUDEAU SPEECH IN WINNIPEG: A PITCH FOR WESTERN CANADA

1. SUMMARY. IN NATIONALLY TELEVISED SPEECH FROM WINNIPEG, PRIME MINISTER TRUDEAU TOOK SPECIAL NOTE OF CONCERNS OF WESTERN CANADIANS. COMPARED THEM TO FRUSTRATIONS FELT BY QUEBECERS, AND MADE PLEA FOR MUTUAL UNDERSTANDING AND CHANGE IN ATTITUDE TO KEEP CANADA TOGETHER. ALTHOUGH BILLED AS A MAJOR POLICY ADDRESS, IT OFFERED LITTLE IN THE WAY OF SPECIFICS. END SUMMARY.

2. AT THE ANNUAL MEETING OF CANADIAN ASSOCIATION OF BROADCASTERS IN WINNIPEG EVENING OF APRIL 18, PRIME MINISTER TRUDEAU TOLD NATIONAL TELEVISION AUDIENCE THAT ACCOMODATION OR CHANGE IN ATTITUDE IS NEEDED MORE THAN ANYTHING ELSE TO OVERCOME MISCONCEPTIONS AND MYTHS ABOUT WESTERN CANADA AS WELL AS QUEBEC. THIS IS BECAUSE "ATTITUDES TOWARD EACH OTHER WILL ULTIMATELY DETERMINE WHETHER, AND HOW, WE WANT TO LIVE TOGETHER AS CANADIAN".

3. PITCHING HIS REMARKS IN TERMS THAT ENGLISH SPEAKING CANADIANS  
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COULD RELATE TO. PM DREW PARALLELS BETWEEN DISSATISFACTIONS OF CANADIAN WEST AND QUEBECERS. WHILE HE MAY HAVE HAD LITTLE DIFFICULTY IN CONVINCING WESTERNERS THAT THEY ARE NEITHER SELFISH NOR RICH, AND THAT THE WEST NO LONGER IS LADEN WITH NATURAL RESOURCES, IT IS QUESTIONABLE WHETHER HE DISSUADED VERY MANY FROM THE

COMMONLY

HELD VIEW THAT THE TRUDEAU GOVERNMENT "HASN'T DONE A DARNED THING THAT'S GOOD FOR THE WEST." TRUDEAU TRIED TO DO SO BY CITING GOVERNMENT EFFORTS TO OVERCOME WESTERN FRUSTRATIONS IN FED POLICY THROUGH SUCH MECHANISMS AS WESTERN ECONOMIC CONFERENCE, SUPPORT OF SYNCRAVE, GRAIN STABILIZATION MEASURES, AND DECENTRALIZATION OF FEDERAL ORGANS AND INSTITUTIONS.

4. ADDRESSING PARTICULARLY THAT 'ONE QUARTER OF OUR POPULATION WHO LIVE HERE IN THE WEST,' TRUDEAU SAID THAT 'NO COUNTRY CAN REMAIN UNITED IF IT DOES NOT OVERCOME THE VERY DEEPLY HELD CONVICTION OF AN IMPORTANT PART OF THE POPULATION THAT THEY ARE NOT PARTICIPATING IN NATIONAL DECISION-MAKING, AND NOT ENJOYING FULLY THE BENEFITS OF CITIZENSHIP'.

EMPHASIZING THAT QUEBEC ELECTION OF NOV 15 WILL NOT MEAN INTERRUPTION IN EFFORTS TO MEET CONCERNS AND ASPIRATIONS OF CANADIANS ELSEWHERE, PM DESCRIBED THIS CHALLENGE TO UNITY AS 'THE WEST'S OPPORTUNITY, THE WEST'S CHANCE TO GET A BETTER DEAL OUT OF CONFEDERATION'.

5. TURNING TO SEPARATIST ISSUE, PM CALLED FOR GREATER UNDERSTANDING FROM THE WEST WHICH HE SAID WOULD BE OF GREAT BENEFIT TO ALL OF CANADA. TRUDEAU NOTED THE STRIKING RESEMBLANCE BETWEEN THE DEMANDS OF WESTERNERS AND QUEBECERS. THEN IN ALMOST PATERNAL WAY, HE PATIENTLY SET ABOUT EXPLAINING THE FRUSTRATIONS WHICH QUEBECERS ENCOUNTER NOT ONLY IN THEIR PROVINCE, BUT THROUGHOUT CANADA.

6. ON BILINGUALISM, PM NOTED HE SOMETIMES WISHED THAT LANGUAGE POLICY HAD NEVER BEEN DESCRIBED AS 'BILINGUALISM'. THIS WORD APPARENTLY IMPLIES THAT IS GO C WISH FOR ALL CANADIANS TO LEARN TWO OFFICIAL LANGUAGES. SAYING THAT IS NOT THE INTENT AT ALL, PM SAID 'WHAT WE HAVE IS SIMPLY A PROGRAM FOR LANGUAGE EQUALITY'

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SO THAT GOVERNMENT CAN SERVE ITS CITIZENS IN EITHER OFFICIAL LANGUAGE. CLAIMING THAT OFFICIAL LANGUAGE PROGRAM IS SUCCEEDING, TRUDEAU SAID THAT STAGE HAS BEEN REACHED WHERE 'WE CAN SWITCH THE EMPHASIS TO GREATER SUPPORT FOR TEACHING FRENCH IN THE SCHOOLS WHERE IT SHOULD BE TAUGHT, RATHER THAN IN CRASH PROGRAMS FOR OLDER PUBLIC SERVANTS.'

7. IN CONCLUDING HIS 35-MINUTE SPEECH, TRUDEAU SAID 'IT HAS BEEN A COLD WINTER OF WORRY FOR ALL OF US SINCE NOV 15. FLYING INTO THE PRAIRIES TODAY, ONE GETS THAT OLD FEELING YOU GET WITH THE COMING OF A PRAIRIE SPRING -- WHEN THE MOOD CHANGES TO A FEELING OF HOPE, WHEN THE PLAINS ARE ALIVE AND TEEMING WITH LIFE..... HOWEVER AGONIZING THE WINTER, THAT GLORIOUS AND BEAUTIFUL SPRING WARMTH ALWAYS COME BACK TO THE PRAIRIES, AS IT SURELY WILL WITH

CANADA.'

8. EARLY REACTIONS FROM MANITOBNANS WERE LUKEWARM, AT BEST. SOME SAMPLES:

-- FRANCO-MANITOBA LEADER: PM ALMOST NEGLECTED TALKING ABOUT FRENCH COMMUNITY OUTSIDE QUEBEC.

-- MANITOBA P-C LEADER STERLING LYON FOUND VERY LITTLE NEW -- JUST A GREAT REHASH OF WHAT PM HAD SAID BEFORE.

-- RANDOM COMMENTS: DISAPPOINTING, NOT SIGNIFICANT, PRETTY BASIC, PATRONIZING. WE WELCOME PM'S CLARIFICATION OF LANGUAGE PRO-GRAMS, BUT THAT IS WHAT WE HAVE BEEN SAYING ALL ALONG -- FRENCH SHOULD BE TAUGHT IN SCHOOL TO THE YOUNG, NOT TO CIVIL SERVANTS.

9. COMMENT: PM'S SPEECH WAS INTERRUPTED ONLY ONCE BY APPLAUSE -- BRIEFLY NEAR THE BEGINNING WHEN HE SAID HE TOTALLY OPPOSES AND WILL VIGOROUSLY COMBAT SEPARATION AND FRACTURING OF CANADA. ALTHOUGH TOUTED AS A MAJOR POLICY ADDRESS, IT OFFERED FEW SPECIFICS AS TO HOW CHANGE IN ATTITUDE AND ACCOMODATIONS MIGHT BE BROUGHT ABOUT.

DESPITE SOME MOMENTARY ELOQUENCE ABOUT SPRING ON THE PRAIRIES, THE PM SEEMED LESS THAN INSPIRED. AND THE AUDIENCE REACTION WAS ALMOST WOODEN. BUT, IT WAS PROBABLY IMPORTANT AS ONE OF THE FIRST EFFORTS TO 'GET THE UNITY EXERCISE OUT OF OTTAWA'. NEXT, PM GOES ON TO UNCLASSIFIED

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SASKATOON FOR RALLY ON APRIL 19 BEFORE EXPECTED RETURN TO OTTAWA ON APRIL 20.

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\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* UNCLASSIFIED

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